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Psychology of

Names & Technology.

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Abstract. *This psychological research is on the technology to aid in naming and studying a thing of something in a natural environment. The naming process takes place in a natural and evolutionary stages in technology to be made as verbs or actions. The studying process is after the technology is made and needs to be communicated to users or engineers or scientists. This paper is generalised on ten modes of naming and studying process of a thing. The psychology of naming[1] is made to attempt boosting brand recognition and loyalty.*

Keywords. *Thing, naming, studying, modes, process.*

The Modus Operandi to Naming and Studying a Thing with Ten Modes.

1 INTRODUCTION

The modes of naming and studying a thing consist of :

1. *Origin of thing,*
2. *Rules of thing,*
3. *Issue of thing,*
4. *Working of thing,*
5. *Knowledge of thing,*
6. *Calling of thing,*
7. *Involvement of thing,*
8. *Self-multiplicator of thing,*

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9. *Additive-result of thing and*
10. *Any-field of thing.*

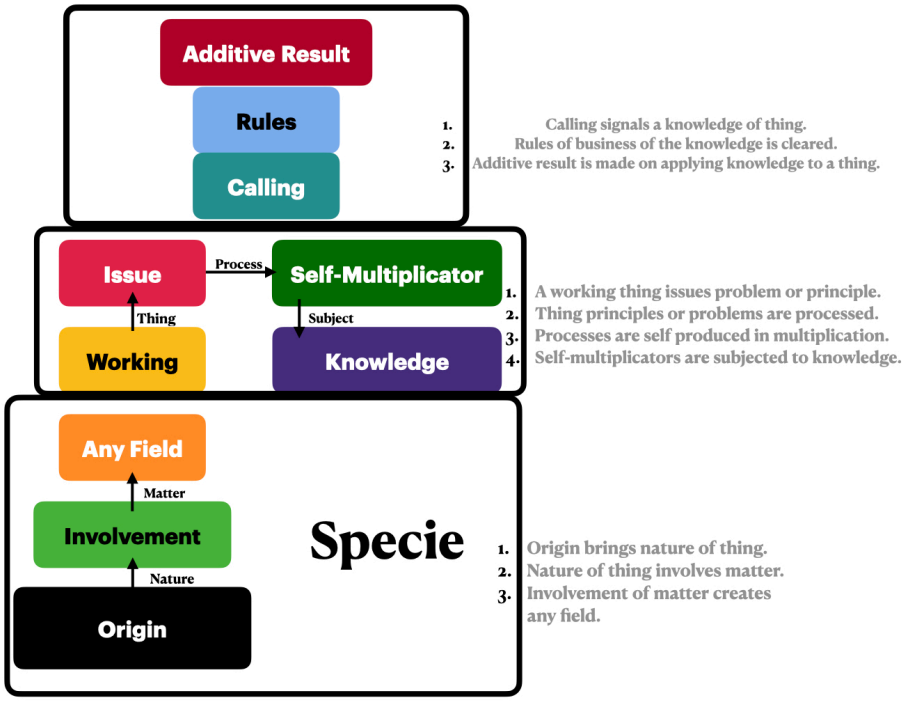

Diagram of Specie-Additive Result

The discovered ways of naming and studying a thing are enumerated as above. The need to name a thing is to study a thing. The study of a thing does necessarily name it. Here, to give something or someone a name is to name. Again, to say or tell or know the name of something or someone. What is nicknamed? A nickname is an invented name that other people call you. The question that I ask is that “are people invented in anyway”?. In understanding this paradox, the modes of naming a thing can be the modus operandi. Some people can choose to name themselves based on a rule of a thing something. A rule is a statement that explains what you can or cannot do in a particular situation.

The statement in a *rule* can be the basis for choosing a name or person or thing. An abstract noun in a particular statement can be used to name a person or thing.

Somethings can be named based on the abstract noun to allow something that is not normally allowed. Something can be named based on the rule to be what happens or what is thought on be normal. Something can be named on a rule of thumb- a simple method or principle that is not exact, but that is effective.

A *mode* of naming a thing can be a golden rule or home rule. Something can be named to a country or area. Something can be named to control thoughts or actions. Something can be named to make and announce an official decision. With personal feelings, we can name something. Again, we name a thing or person to stop considering something or someone as an impossibility in a society. Let me now consider, the origin of thing. The beginning of existence of something gives a mode operandi to name that thing. Clues about life and origin is some source for naming thing or person. The origin of thing or person tells the exact name from the country, race or social situation. A black person from Ashanti can be called based on the weekday.

Kwasi(male) or Akosua(female) born on *Sunday*, Adwoa or Kwadwo born on *Monday*, Kwabena or Abena born on *Tuesday*, Kwaku or Akua born on *Wednesday*, Yaw or Yaa born on *Thursday*, Kofi or Afia born on *Friday* and finally Kwame or Ama born on *Saturday*.

The period of existence of something that falls on the days of the week can follow the naming of person. These existence of the wallman- A man who walk through walls can be good name reference for a thing or person.

Origin of naming a thing can be to symbolise a change that has occurred. Some name the origin of a thing that they use be their property or personal stuff or wise origins. The origin of new things that come into existence can be the source of naming. The origin of something interesting can be named to know its existence. Again, the origin of something different can be named to know its existence. A name is a quality of

something being new, interesting and different. The very importance to create something or start something is to name it. An appearance of something for the first time has to be named.

The third mode of naming and study a thing is in the *issue* of things. Issue is a subject or problem that people discuss or argue about. Subjecting a thing to a name can make easy to study it. By subjecting, the problems of people are discussed and studied. The output of the study of thing is named to argue about it again. The argument draws on whether the subject is a good enterprise or not. The naming of thing, which is a problem treats it important problem when it is not. To make an issue of something is means that an important problem has been discussed and studied. This is a discovered way of naming that problem as an argument. The particular argument is named to differentiate the other from the current name- A discussion of the important problem. An issue is a campaign for important problem to be solved. A person can name its discussion or study of thing to relieve too much argument on the named thing. The discussion of important thing or problem can be announced officially. In order to distinguish the announcement of discussion or argument, it is important also to give it a distinguished name. An announcement of discussion by someone is to distinguish a named argument from other arguments. Someone gives a named argument in announcement to present their discussion on an important problem. The important problem can be announced as a naming on a rise. The named argument can be small or big in an announcement. Visitors gather to listen to a named argument. A study mood or name mode is a stage of a named argument which is published in a magazine. The safety of a study which is being experiment by another is the reason for publishing in a magazine. A distinguished name for studying a thing is published for buying or use in a magazine.

The fourth discovered way of naming and studying a thing can be deduced from the working or *task* of a thing. " How does a thing work?". In the quest of understanding a working thing, names can be assigned to the task of each process. Such task name discusses the particular working entity involve in the proper functioning of thing. After this is to say that one has studied the working of thing. "When does it start work?". Again, the quest is a matter of time.

A task name starts after or before an elapse of a specific time. A thing starts to work before a time, t_1 and after t_1 that thing starts a new task name at time, t_2. The third question "Who cause a work on a thing?". The personnel, who needs to be in place to work on a thing is the matter of cause on effecting work on a thing. A person can cause a something to effect work. That person know the machine thing because he/she is trained on the working part of the machine thing. "Which part of thing works as effect?" The answer to the part of the thing that effects a work can be named from the study of thing in order to know of which is. A work named can be caused if there is a name for that particular thing.

2 HW^4 METHOD

The HW^4 method is a skill method of investigating to name and study a thing. The HW^4 method investigates working of thing by considering:

A. If the thing can cause a job to be performed?
B. If the thing can use effort on something to performed work.
C. If the thing works well on some operational variables.
D. If the thing can effect a work on something.

E. If the thing works to operate an equipment.

F. If the thing can move fast or gradually.

HW^4 method can work by questioning:

I. How does the thing cause a job to be performed?

II. When does the thing cause a job to be performed?

III. Which part of thing causes a job to be performed?

IV. Who causes a job to be done?

V. What causes a job in a thing?

- How does a thing uses effort on something to work?
- When is an effort needed on something to work?
- Which part of thing uses effort to perform work?
- Who uses the effort of thing to work?
- What kind of effort is needed to perform work?

3 CONCLUSION

This research looks at the common pronouns: How, Which, When, Who, When (HW^4) in methodising ways to address the cause and effect of a thing. In doing so, one can name or study the thing in question or place to determine HW^4 methods. The modes of operation of thing is now being studied with ten modes in the process of naming or studying. It is quite a shame if you do not appreciate the names and study of a thing. A figure of the paths of *specie-additive result diagram* is modelled in this article.

Reference:

[1] Dmytro Spilka, The Psychology of Names: Can Brands Appeal to Our Subconscious Senses? Behavioural Sciences & Psychology , Springer Nature, Research Communities |Jan 20, 2025.